



March 30, 1994

Tobacco Company

J.T. JONES
Chain Accounts Manager

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

Mr. Jim Bellias
Home Liquors
465 Boulevard
Elmwood Park, NJ 07407-2080

Subject: Home Liquors Carton Plan-o-grams

Dear Jim:

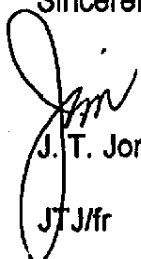
Enclosed find R. J. Reynolds Tobacco Company plan-o-grams for stores #360, 75, 1277, 927 and 480. All changes were made as per our discussion on March 30. Please note the following:

STORE NUMBER	PREVIOUS MONTHLY PAYMENT	CURRENT MONTHLY PAYMENT
360	\$ 147.00	\$ 151.20
75	197.00	240.00
1277	220.00	235.00
480	130.00	167.50
927	197.50	202.50

MONTHLY PAYMENT	\$ 891.50	\$ 996.20
ANNUAL PAYMENT	\$ 10,698.00	\$ 11,954.40

Jim, upon your approval, I will instruct our sales representatives calling on the above stores to plan-o-gram the fixture according to the new plan-o-grams.

Sincerely,


J. T. Jones
JTJ/fr

M-2

51850 2383

"We work for smokers."

Home Liquors

Store # 360, Bloomfield Ave, Verona, N.J.

<i>Camel</i>	<i>Winston</i>	<i>Salem</i>
RJR 9 Rows	RJR 9 Rows	RJR 9 Rows
RJR 9 Rows	RJR 9 Rows	RJR 9 Rows
B&W 9 Rows	RJR 9 Rows	RJR 9 Rows
B&W 9 Rows	LOR 9 Rows	LOR 9 Rows
B&W 9 Rows	ATC 9 Rows	ATC 9 Rows
PM 9 Rows	PM 9 Rows	ATC 9 Rows
PM 9 Rows	PM 9 Rows	PM 9 Rows

COMPANY	S O M %	TOTAL ROWS	% OF ROWS	FULL PRICE # ROWS	SAVINGS # ROWS	PAYMENT \$ / MO.
RJR		72	38.1			151.20
P M		45	23.8			N/A
B&W		27	14.3			
ATC		27	14.3			
LOR		18	9.5			
L&M		0	0.0			
Other		0	0.0			
TOTAL	0.0%	189	100.0%	0	0	\$151.20

RJ Reynolds Tobacco Company

Home Liquors

Store # 75 Saddle River Rd., S. Hackensack, N.J.

<i>Camel</i>	<i>Winston</i>	<i>Salem</i>	<i>Doral</i>
RJR 12 Rows	RJR 12 Rows	RJR 12 Rows	RJR 12 Rows
RJR 12 Rows	RJR 12 Rows	RJR 12 Rows	RJR 12 Rows
B&W 12 Rows	LOR 12 Rows	LOR 12 Rows	LOR 12 Rows
B&W 12 Rows	LOR 12 Rows	LOR 12 Rows	ATC 12 Rows
B&W 12 Rows	PM 12 Rows	ATC 12 Rows	ATC 12 Rows
PM 12 Rows	PM 12 Rows	PM 12 Rows	PM 12 Rows
PM 12 Rows	PM 12 Rows	PM 12 Rows	L&M 12 Rows

COMPANY	S O M %	TOTAL ROWS	% OF ROWS	FULL PRICE # ROWS	SAVINGS # ROWS	PAYMENT \$ / MO.
RJR		96	28.6			240.00
P M		96	28.6			N/A
B&W		36	10.7			
ATC		36	10.7			
LOR		60	17.9			
L&M		12	3.6			
Other		0	0.0			
TOTAL	0.0%	336	100.0%	0	0	\$240.00

RJ Reynolds Tobacco Company

Home Liquors

Store # 1277 Springfield Ave., Newark, N.J.

ATC value Fix.	Camel	Winston	Salem	Doral
ATC	RJR 8 Rows	RJR 12 Rows	RJR 8 Rows	RJR 9 Rows
ATC	RJR 8 Rows	RJR 12 Rows	RJR 8 Rows	RJR 9 Rows
ATC	B&W 8 Rows	RJR 12 Rows	RJR 8 Rows	LOR 9 Rows
ATC	B&W 8 Rows	ATC 12 Rows	LOR 8 Rows	LOR 9 Rows
ATC	B&W 8 Rows	ATC 12 Rows	PM 8 Rows	PM 9 Rows
ATC	PM 8 Rows	PM 12 Rows	PM 8 Rows	PM 9 Rows
ATC	XXXXXXXXXXXX	XXXXXXXXXXXX	XXXXXXXXXXXX	XXXXXXXXXXXX

COMPANY	SOM %	TOTAL ROWS	% OF ROWS	FULL PRICE # ROWS	SAVINGS # ROWS	PAYMENT \$ / MO.
RJR		94	42.3			235.00
P M		54	24.3			
B&W		24	10.8			
ATC		24	10.8			
LOR		26	11.7			
L&M		0	0.0			
Other		0	0.0			
TOTAL	0.0%	222	100.0%	0	0	\$235.00

RJ Reynolds Tobacco Company

Home Liquors

Store # 927 Franklin Ave., Newark, N.J.

<i>Camel</i>	<i>Winston</i>	<i>Salem</i>
RJR 12 Rows	RJR 9 Rows	RJR 7 Rows
RJR 12 Rows	RJR 9 Rows	RJR 7 Rows
RJR 12 Rows	RJR 9 Rows	RJR 7 Rows
LOR 12 Rows	LOR 9 Rows	B&W 7 Rows
ATC 12 Rows	LOR 9 Rows	B&W 7 Rows
ATC 12 Rows	ATC 9 Rows	B&W 7 Rows
PM 12 Rows	PM 9 Rows	PM 7 Rows

COMPANY	S O M %	TOTAL ROWS	% OF ROWS	FULL PRICE # ROWS	SAVINGS # ROWS	PAYMENT \$ / MO.
RJR		90	42.7			225.00
P M		28	13.3			
B&W		21	10.0			
ATC		33	15.6			
LOR		39	18.5			
L&M		0	0.0			
Other		0	0.0			
TOTAL	0.0%	211	100.0%	0	0	\$225.00

RJ Reynolds Tobacco Company

Home Liquors

Store # 480 Market St. Newark

<i>Camel</i>	<i>Winston</i>	<i>Doral</i>
RJR 13 Rows	RJR 20 Rows	RJR 7 Rows
B&W 13 Rows	RJR 20 Rows	RJR 7 Rows
B&W 13 Rows	LOR 20 Rows	LOR 7 Rows
ATC 13 Rows	PM/4 - LOR/16	LOR 7 Rows
ATC 13 Rows	PM 20 Rows	PM 7 Rows
PM 13 Rows	PM 20 Rows	PM 7 Rows
XXXXXXXXXXXXX	XXXXXXXXXXXXX	XXXXXXXXXXXXX

COMPANY	S O M %	TOTAL ROWS	% OF ROWS	FULL PRICE # ROWS	SAVINGS # ROWS	PAYMENT \$ / MO.
RJR		67	28.8			167.50
P M		84	36.1			N/A
B&W		26	11.2			
ATC		26	11.2			
LOR		30	12.9			
L&M		0	0.0			
Other		0	0.0			
TOTAL	0.0%	233	100.0%	0	0	\$167.50

RJ Reynolds Tobacco Company

MESSAGE CONFIRMATION

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ID:RJRT NY REGION 1

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51850 2389

MESSAGE CONFIRMATION

DATE:03/30/94 TIME:16:11

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MESSAGE CONFIRMATION

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ID:RJRT NY REGION 1

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51850 2390